

# Banner 1926 Agricultural Year Forecast With Produce Prices Good

"Owing to the fact that many new families have located on farms in Oregon during the past season and the generally good prices received for farm products, was predicted that a 10 per cent increase in acreage planted to various crops would not be an inflation for the coming year," statement of state labor commissioner, dated December 21, 1925—Close contact between producer and consumers, with increased market facilities speak of new day for farmers—Spring wheat acreage will no doubt be increased next season

(Continued from page 5)

not benefit from the production of still more corn, which will mean more cows, more hogs and more livestock in general, and therefore a better chance to keep up and improve the fertility of the land devoted to tree and bush fruits and all other products of the soil.

At the Louisville national convention of market gardeners, Oregon took first, second and third prizes on celery, and an Oregon boy won the contest as junior gardener against all comers in the United States.

**The Spinach Industry**  
A better quality of spinach can be produced here than elsewhere.



in the dietary as milk; and every up to date man and woman now knows that a virile race cannot be sustained without milk, nor healthy children raised, nor old people kept in proper condition.

One of the greatest arguments in favor of spinach growing commercially in the Salem district is the fact that the spring crop fur-

**The Potato Industry**

The Salem district leads Oregon in potato growing. Our growers should pay less attention to the thousands of possible new varieties. They should confine their growing to Burbank, Gold Coin and Peerless for late, and Early Rose and Earliest of All for early varieties. And they should attend to seed certification. Washington, California and some other nearby states cannot grow their own seed stock. Oregon growers can double their income by growing seed for these states. With good seed and proper cultivation, grading and packing our growers can compete with any market in the United States. In fact, we may lead the world in the potato industry.

**Bee Keeping**  
Salem is the center of a poten-

tially great bee keeping industry. Average yields of the Willamette valley will exceed those of any known region excepting southern Oregon. This can be made a veritable bee paradise; by providing bee pasture for the late summer, which can be done, by raising more sweet clover, and scattering more Scotch broom everywhere. Every farmer here ought to have bees; every orchardist must have bees, to be sure of proper pollination. And there will be big money in bees, for themselves alone, when plenty of late bee pasture is provided. The early bee pasture is abundant now, no better in the world.

**Our Rearing Poultry Industry**  
We have the best poultry district in the world. The first 300 egg hen in the world was produced here. (Continued on page 7)

**World's Best Celery**

The Salem district grows the best celery in the world. Eugene celery in 1921 took second prize at the national celery contest; and Prof. Bouquet of the Oregon Agricultural college says the Oregon exhibitors gained a greater victory than the taking of the first prize in 1923, at the national contest at Indianapolis, by a Troutdale, Oregon, man—and it was taken with celery that was grown by a man who was a celery grower before coming to Oregon in the famous Kalamazoo, Michigan, district.

The Labish Meadow's district, just north of Salem, produces as good celery as that grown at Eugene or Troutdale.

Produces the best in the world.

Produces about 300 to 400 carloads a year.

There are thousands of acres of good celery land in this district.

So there is a possibility of a \$5,000,000 annual crop, or a \$10,000,000 or more.

The world is the market; almost it is the market, or will be, for the celery fresh from the fields, with the improvement of shipping facilities. For the dehydrated celery there is no limit under the shining sun.

The pioneering has been done. The proofs are at hand. It is being done. Our celery is going to all parts of the United States.

Our growers can produce celery and make it a profitable crop on wide areas—anywhere—more important, they can produce celery of the best quality in the United States; which means the best in the world.

They can beat even Kalamazoo on celery. They are selling their best at \$1 a crate against California's best celery.

**RED RASPBERRIES**  
This is a typical patch. Many similar illustrations could be furnished by growers in the Salem territory.

and Salem is due to become the world center of a great spinach industry.

For the iron in it, and for the vitamins and other requisites in dietary schemes, spinach is coming into more and more general use not only in the hospitals but also in the homes of this country, of the whole world. Our spinach has 19 times as much iron as carrots.

There is no question whatever of the supplying here by our growers of all the spinach that the manufacturers and packers will use and pay for it. It is one of our best crops, taking into account that it may be followed by another profitable vegetable crop, or even a third, of the same land the same year.

wishes a cash return early in the season when money is needed for the cultivation of other crops. And, in the same way, it adds materially to the net returns from any given number of acres of land under cultivation.

**The Onion Industry**

Salem is the market and manufacturing center of a great onion industry; the world does not grow better onions. On our beaverdam lands, 400 and more sacks, 100 pounds to the sack per acre, can be raised. The market for ten years has averaged \$1.75 a sack. A net profit of \$100 an acre and upward can be made. We grow the onion sets here for practically the whole region west of the Rocky mountains.

## Lumber

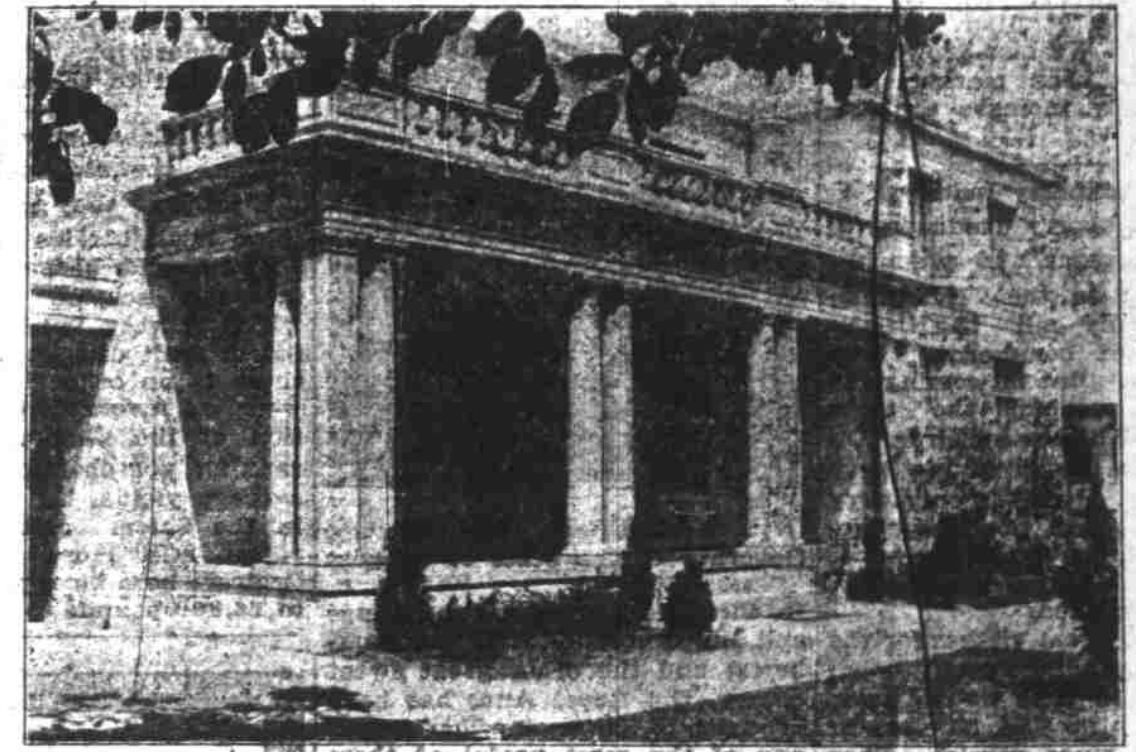
Sherwin-Williams Paint  
Lead and Oil  
Builders' Hardware  
Pioneer Roofing and Building Paper

We handle "Everything in Builders Materials." Call and inspect our stock.

Service is one of our main aims  
All our lumber comes from our own mills at Valselt, Oregon. The very best of both high and low grade.

**Cobbs & Mitchell Co.**  
A. B. KELSAY, Manager  
319 S. 12th Street  
Phone 813 and we will call and see you.

## NEW YEAR GREETINGS



## The New Rigdon Mortuary

CHEMEKETA STREET AT COTTAGE

Telephone 183

# \$3,000,000 to Help Prosperity in Oregon

As evidence of this company's faith in Oregon and the solid character of its own investment, we have spent during the past year over \$3,000,000 to increase our facilities to meet the ever increasing demands for electric service.

**OVER 5,000 OREGON INVESTORS HAVE HELPED TO DO THIS**

**This Company Is—**

- One of the strongest institutions in the State.
- One of the most rapidly-growing industrial establishments in the Northwest.
- One of the most progressive public service utilities in the country.
- It is modern—it is permanent—it is stable, and it is engaged in an essential business.
- It is a Home Industry, where you can watch your money grow as it helps us build up still greater prosperity for the communities we serve.
- It is to your personal interest right now to investigate this first-class investment opportunity.

As this company develops and expands, so will your investment increase in stability; its safety is beyond question.

**Our First Preferred Shares**  
Pay You 7.20% on Your Money

Ask yourself where you can find a better, safer and more attractive investment for your money than to put it into Oregon's Greatest Public Utility and be sure of getting this high rate of interest.

**We Pay Dividends Monthly Or Quarterly, As You Prefer**

We urge you now to investigate our Easy Payment Plan under which you receive 7% interest on your payments until you own the stock.

Shares \$100 each, cash or on easy Terms; 10% down and 10% monthly

**A Safe Investment With Good Dividends**

Every dollar you invest in First Preferred Shares of this Company helps to increase the prosperity of Oregon.

The money you invest is safe because it is employed in the expansion of a great, rapidly growing and well-managed business.

The total assets of this company approximate \$80,000,000, and the gross earnings last year were nearly \$11,000,000.

We are serving over 50 communities with a total population of nearly 400,000.

Because of the greatly diversified character of our business this investment enjoys unusual stability.

We invite you today to become a profit-sharing partner in this great industry by subscribing for one or more shares of our First Preferred Stock to yield 7.2%.

Dividends paid monthly or quarterly, whichever you desire.

Under our Easy-Payment Plan, you earn 7% interest on all money paid in till the shares are yours. Then come the regular dividends of 7.20%.

**Why You Should Buy This Stock**

- 1—Our business is firmly established, well managed and permanent.
- 2—It is supervised by Federal and State Commissions.
- 3—Your savings will be safe.
- 4—Your income will be regular and dependable.
- 5—Dividends paid by check first of each month or quarterly as you prefer.
- 6—Exempt from State Personal Property Tax.
- 7—Dividends exempt from Normal Federal Income Tax.
- 8—Price \$100, to yield 7.20%. 7.20% on your money in Oregon's Greatest Public Utility.

# PORTLAND ELECTRIC POWER CO.

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